

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 DODE-00 PM-05 H-01 INR-07

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FM AMEMBASSY ROME

TO USIA WASHDC

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AMCONSUL GENOA

AMCONSUL MILAN

AMCONSUL NAPLES

AMCONSUL PALERMO

AMCONSUL TRIESTE

AMCONSUL TURIN

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USIAC

E.O. 11652: N/A

TAGS:

SUBJECT: NEW RAI APPOINTMENTS

SUMMARY: FOR FIRST TIME IN RAI HISTORY, RAI BOARD OF DIRECTORS, WHICH INCLUDES 4 COMMUNISTS OUT OF 16 MEMBERS, HAS APPOINTED PCI MEMBERS TO TOP MANAGERIAL POSITIONS. KEY POSITIONS CONTINUE TO BE CONTROLLED BY THE CHRISTIAN DEMOCRATS ALTHOUGH IT MAY PROVE INCREASINGLY DIFFICULT FOR DC TO RETAIN ITS TRADITIONAL INFLUENCE ON RAI. PCI, ON THE OTHER HAND, IS NOT EXPECTED TO MAKE ITS INCREASED PRESENCE DRAMATICALLY FELT AND WILL PROBABLY ADVOCATE SMOOTH COOPERATION WITH OTHER SEGMENTS OF RAI'S POLITICAL SPECTRUM. END SUMMARY.

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1. COMMUNISTS HAVE ALREADY BEEN ON RAI STAFF: IN MAY 1976, BOARD SELECTED 52 NOMINEES TO MIDDLE LEVEEL POSITONS, OF WHICH TEN WERE COMMUNITISTS. BUT WITH DECISION REACHED JULY 28, 1977, SIX PCI MEMBERS WERE DESIGNATED FOR TOP EXECUTIVE POSITONS WITHIN RAI AND WITHIN FOUR POWERFUL RAI-CONTROLLED COMMERCIAL INSTITUTIONS: SIPRA (SOCIETA' ITALIANA PUBBLICITA' ITALIANA), RAI'S PUBLISHING SUB-SIDIARY: SACIS (S.P.A. COMMERCIALE INIZIATIVE

SPETTACOLO), RAI'S SUBSIDIARY WHICH CONTROLS RE-BROADCASTING RIGHTS AND COPYRIGHTS: FONIT-CETRA, RAI'S LP RECORDING COMPANY.

2. POSITIONS TAKEN BY PCI MEMBERS ARE: (1) CHAIRMAN OF THE BOARD OF SIPRA: VITO D'AMICO, FORMER PCI DEPUTY: (2) ASSISTANT TO DIRECTOR GENERAL FOR ACTIVITIES OF THE FOUR RAI CONTROLLED COMMERCIAL INSTITUTIONS: GIORGIO CINGOLI, FORMER CHIEF-EDITOR OF OF COMMUNIST-LINE PAESE SERA: (3) CO-DIRECTOR FOR COORDINATION ALL REGIONAL INFORMATION PROGRAMS: SANDRO CURZI, MEMBER OF EXECUTIVE JUNTA OF ITALY'S PRESS FEDERATION AND AN EDITOR OF RADIO CHANNEL I NEWSCAST: (4) MANAGING DIRECTOR, ERI: MARIO CODIGNOLA: (5) DEPUTY DIRECTOR, TV CHANNEL III: DARIO NATOLI: (6) DIRECTOR, SECRETARIAT OF THE BOARD OF DIRECTORS: ENRICO TOBIA.

3. DURING JULY 28 MEETING, THE NOMINEES WERE ONCE AGAIN SELECTED ACCORDING TO PARTY AFFILIATION, APPARENTLY THE RESULT OF USUAL DISCREET, BEHIND-THE-SCENES MANEUVERING AMONG THE SIX PARTIES OF "CONSTITUTIONAL ARC." MOREOVER, THE OUTCOME SUGGEST SOME ACTIVE AND EFFECTIVE BARGAINING BETWEEN DC AND PCI, AS EVIDENCED BY BOARD OF DIRECTORS' SMOOTH AND QUICK APPROVAL OF THE NOMINATIONS.

4. THE ONLY OPPOSITION CAME FROM ONE OF THE FOUR PCI MEMBERS OF THE BOARD, WHO PROTESTED CRITERIA EMPLOYED IN THE SELECTION, I.E., POLITICAL AFFILIATION VERSUS PROFESSIONAL QUALIFICATION, LIMITED OFFICIAL USE

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AND ALSO FACT THAT BOARD WAS FACED WITH A FAIT-ACCOMPLI FOLLOWING THE INTER-PARTY NEGOTIATING. SEVERAL LEADING ITALIAN NEWSPAPERS (LED BY LA REPUBBLICA) JOINED PROTEST, STRONGLY CRITICIZING PCI'S AVAILABILITY FOR WHAT HAS BEEN LABELED BY THE PRESS AS A CYNICAL DEALING-OUT OF FAVORS. THE PCI RESPONDED QUICKLY TO WAVE OF CRITICISMS: IT ADMITTED THAT SELECTION PROCESS WAS "QUESTIONABLE," THAT "SOME MISTAKES WERE MADE" AND PROMISED TO WORK FOR A CHANGE IN FUTURE APPOINTMENTS.

5. COMMENT: THESE APPOINTMENTS MAKE A POINT THAT IS NOT USUALLY CLEAR: VERY FEW MEMBERS OF THE RAI LEADERSHIP ARE IN FACT OPENLY ALLIED WITH ONE OF THE PARTIES. INSTEAD, CURRENT PRACTICE AT RAI IS TO ENTER THE ORGANIZATION UNDER THE BANNER OF THE LEADING GROUP (FORMERLY THE DC, NOW THE PCI), THEN TO KEEP A FINGER TO THE WIND, CHANGING POSITIONS WHEN IT SEEMS LIKELY TO ADVANCE YOUR CAREER. MOST OF THESE ARE CLIMBERS, NOT IDEOLOGUES. CENTRISM, CENTER-LEFTISM, AND NOW THE COMPROMESSO STORICO HAVE ALL BEEN REFLECTED IN THE RAI STRUCTURE: VERY LITTLE SPACE IS LEFT TO CHANCE. FROM THIS POINT OF VIEW, WHAT IS HAPPENING IN RAI IS A DIRECT DEMONSTRATION OF THE LACK OF INDEPENDENCE OF CULTURAL AND INFORMATION SPECIALISTS WHEN THE ORGANIZATION IN WHICH THEY WORK

IS BUREAUCRATIC AND MONOPOLISTIC.

6. THERE IS NO QUESTION THAT LATEST DEVELOPMENTS ARE ANOTHER REFLECTION OF GRADUAL ADVANCE BEING MADE BY THE PCI WITHIN ADMINISTRATIVE APPRATUS OF THE COUNTRY, PARTICULARLY FOLLOWING THE JUNE 1976 POLITICAL ELECTIONS.

7. BUT IT IS ALSO TRUE THAT ALTHOUGH THE PCI HAS GAINED SEVERAL IMPORTANT OFFICES, KEY POSITIONS CONTINUE TO BE CONTROLLED BY THE CHRISTIAN DEMOCRATS. STILL, DC'S RELATIVE STRENGTH VIS-A-VIS OTHER PARTIES HAS BEEN SLOWLY BUT PROGRESSIVELY DECLINING SINCE IMPLEMENTATION OF 1975 RAI REFORM. IT MAY PROVE INCREASINGLY DIFFICULT FOR DC TO RETAIN ITS TRADITIONAL INFLUENCE ON RAI.

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8. PCI, ON THE OTHER HAND, IS NOT EXPECTED TO MAKE ITS INCREASED PRESENCE DRAMATICALLY FELT AND WILL PROBABLY ADVOCATE SMOOTH COOPERATION WITH OTHER SEGMENTS OF RAI'S POLITICAL SPECTRUM. RAI, IN OTHER WORDS, WILL CONTINUE TO BE A MICRO-COSM REFLECTING ITALY'S POLITICAL SITUATION.HOLMES

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